

CONCEPT REACTIONS

The following concept was presented to the sample:

As you know, for many years hunters have had a choice among several different types of operating actions where rifles are concerned -- two of the most popular being lever action and bolt action. However, there are few, if any, guns on the market that can offer a combination of the advantages of both these types of guns -- that is, a smaller, lighter weight gun that offers the better performance characteristics of a bolt action gun.

Now, a leading gun manufacturer has developed a new concept in the center fire rifle category -- a bolt action gun scaled down to a smaller size, but one that can still accommodate the newer, high velocity cartridges. This new gun offers the "knockabout" convenience and portability that comes with smaller size and lighter weight -- qualities that have long been available in lever action -- but it offers them in a bolt action gun.

You get the "best of both worlds" in this new, high quality center fire rifle -- the convenience of smaller size and lighter weight (not just a "sawed-off" barrel, but carefully designed and proportioned overall), plus the opportunity to use the newer, high velocity cartridges as well as the other performance advantages of bolt action.

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